

California & H1N1: After-Action Report

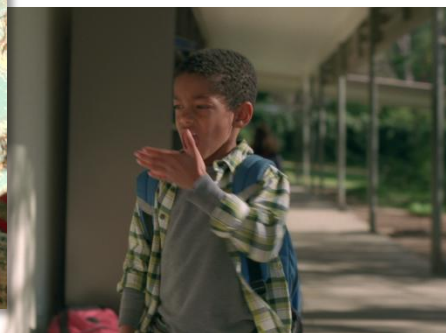
Quantitative and Qualitative Research Debrief

Prepared for:
California Department
of Public Health

July 29, 2010

Creative Tested

Television - H1N1 TV



Campaign – Up to You to Stop the Flu (Online, Print, OOH)

H1N1
IS A **REAL THREAT**

SO
PROTECT
YOURSELF

AND THOSE
AROUND YOU BY
GETTING THE
H1N1 VACCINE



OOH – Make A Date
To Vaccinate



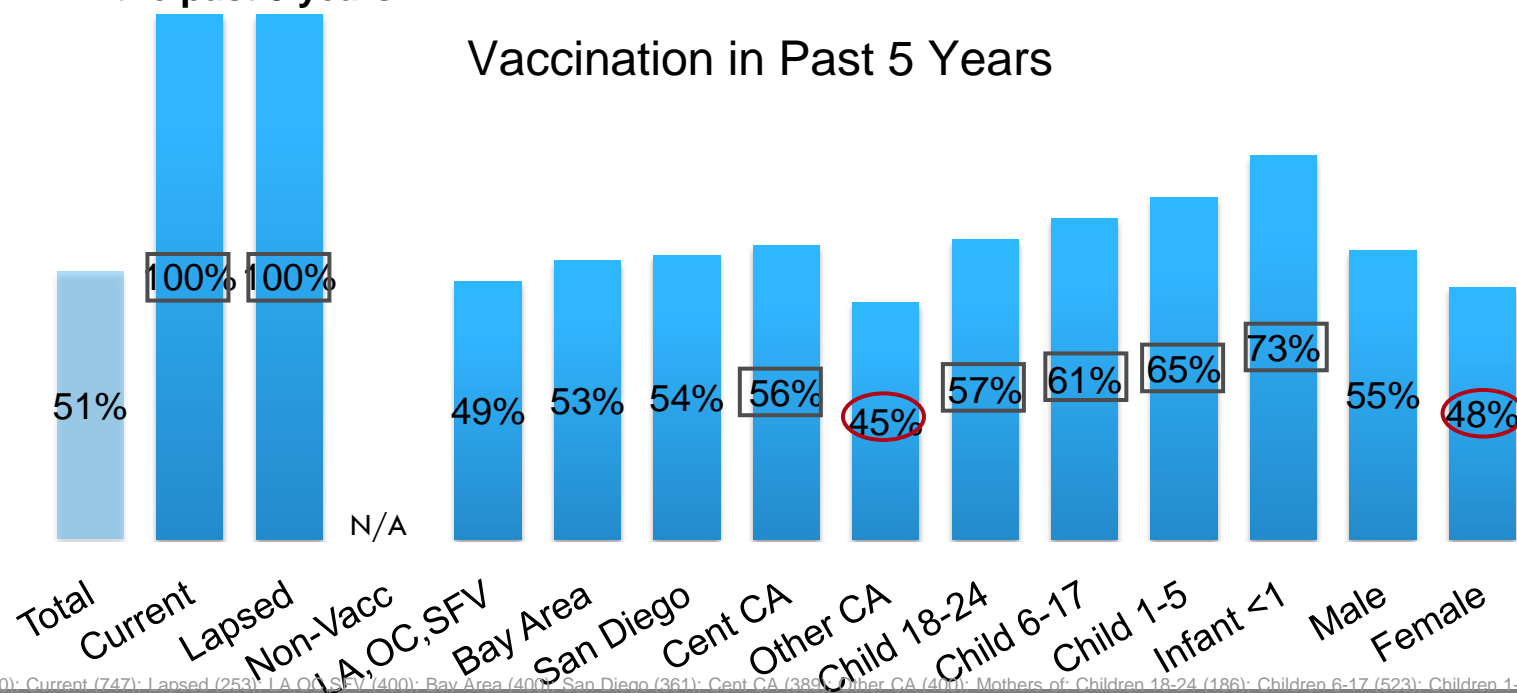
**Make a date
to vaccinate**

StopH1N1now.org



Summary of Findings

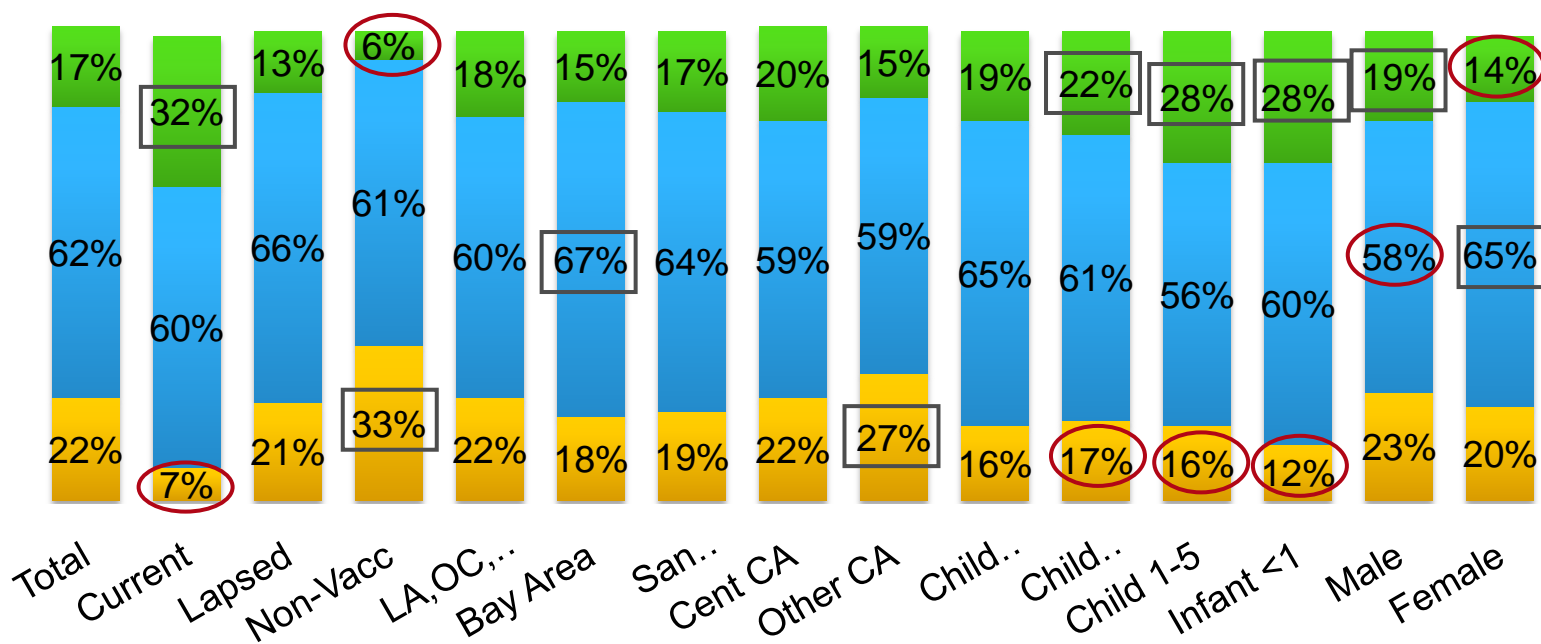
- ❖ Demographics do play a role in the likelihood for someone to be vaccinated.
 - LA area residents are more likely to be vaccinated.
 - Males are also slightly more favorable than females – females have more ingrained biases against vaccination.
 - Even though males are more likely to be vaccinated, mothers with children in the home also show very strong tendencies towards flu vaccination.
 - **People from Hispanic (+4pp) and Asian (+9pp) backgrounds are more likely to have been vaccinated in the past 5 years.**



Summary of Findings

- ❖ Californians who know a majority of people in their community who get flu vaccinations are more likely to be vaccinated themselves.
 - This is also in keeping with demographic skews in vaccinations. Community influence is a meaningful factor in a person's decision making process – if they do not see others getting vaccinated it is easier to believe that the flu is overhyped by the media or that the chances of getting sick are lower.
 - Leveraging the community pressure to encourage others to vaccinate can be powerful. *Hispanic mothers were more likely to have their children also vaccinated*

Social Network Vaccination Behavior



Base: Total (1950); Current (747); Lapsed (253); Non-Vacc (950); LA/OC/SFV (400); Bay Area (400); San Diego Area (361); Central CA (389); Other CA (400); Mothers of Children 18-24 (186); Children 6-17 (523); Children 1-5 (293); Infant <1 (139); Males (950); Females (1000).

Q9: Thinking about this past flu season, which of the following best describes your friends and family?

Indicates a positive or negative significant difference at a 95% confidence level vs. Total

Summary of Findings

- ❖ Those that do not get vaccinated tend have similar strong biases against the practice.
 - They believe that the flu issue is overhyped in the media. This indicates that pursuing further media coverage and PR stories might negatively impact efforts to convert Non-vaccinators.
 - They also harbor notions that the vaccine will somehow be harmful to them or their children. Given the issues around other vaccines in the past 5 years, many Californians are misinformed or unaware of the safety of flu vaccines. Convincing this group that the flu vaccine cannot hurt them would generate more new adoptions.
 - Non-vaccinators also believe they do not typically get sick and are therefore not at risk for the flu. Previous illness and lack of exposure to the flu can contribute to this notion. Non-vaccinators also seem to have a higher tolerance for illness or “expect” a seasonal cold and, therefore, do not

Attitudes Towards Vaccinations
(Top-Two Box)

	Vaccinators				Mothers of			
	Total	Current	Lapsed	Non	Children 18-24	Children 6-17	Children 1-5	Infant <1
I feel the media placed a high importance on getting flu vaccinations this year	72%	73%	67%	72%	69%	72%	73%	75%
I don't normally get a flu shot	55%	24%	37%	83%	50%	47%	43%	39%
I believe that flu vaccinations will protect my health	51%	78%	62%	28%	56%	60%	61%	65%
I don't mind paying for vaccinations	35%	47%	35%	25%	41%	41%	40%	32%
I believe getting a flu vaccination can make you sick	33%	21%	25%	44%	37%	32%	30%	27%
I only get vaccinations if they're free	27%	28%	30%	27%	27%	28%	26%	24%

Base: Total (1950); Current (747); Lapsed (253); Non-vacc (950); Mothers of: Children 18-24 (186); Children 6-17 (523); Children 1-5 (283); Infant <1 (139).

Q1 We'd like to know how much each of the following statements below describes how you feel about flu vaccinations. Please select any number between one and five for each statement below.

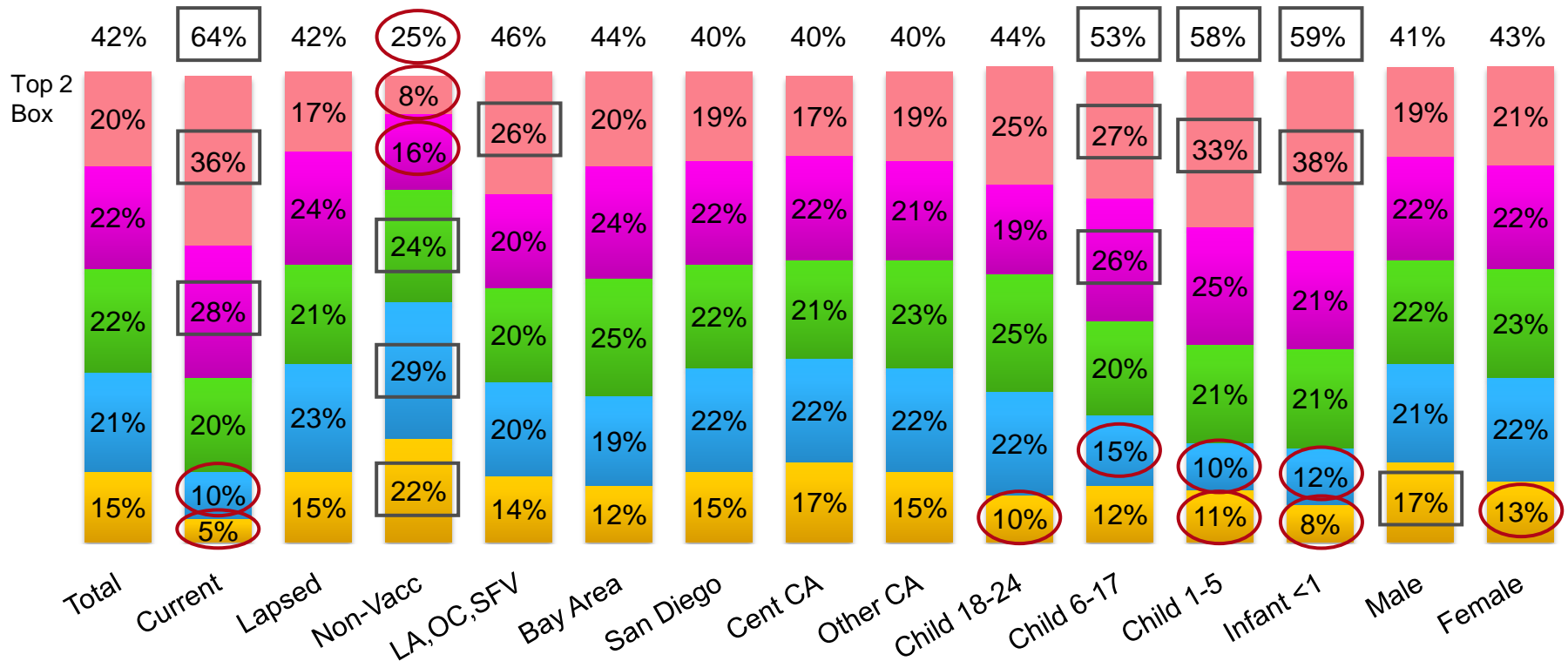
Green/Red Indicates a positive or negative significant difference at a 95% confidence level vs. Total

Vaccinators and Mothers were more like to be concerned about catching the flu and specifically H1N1 flu last year. People from Hispanic and Asian backgrounds were also significantly more likely to express concern.

Concern with Catching the H1N1 Flu Last Year

Hispanics +7pp
Asians +8pp

- 5 - Very Concerned
- 4
- 3
- 2
- 1 - Not at all concerned



Base Total (1950); Current (747); Lapsed (253); Non-Vacc (950); LA/OC/SFV (400); Bay Area (400); San Diego Area (361); Central CA (389); Other CA (400); Mothers of: Children 18-24 (186); Children 6-17 (523); Children 1-5 (293); Infant <1 (139); Males (950); Females (1000).

Q1b Thinking back on this past flu season, how concerned were you with getting the H1N1 flu? Please use the scale below where 1 means, "not at all concerned" and 5 means, "very concerned."

□/○ Indicates a positive or negative significant difference at a 95% confidence level vs. Total

On the whole, non-vaccinators have reduced flu season behaviors including hand washing and staying home when sick. Perhaps their reduced perception that they always get sick makes them more relaxed about preventative behaviors.

Behavior During Flu Season – Top 2 Box (5pt scale)

		Vaccinators			Mothers of			
	Total	Current	Lapsed	Non	Children 18-24	Children 6-17	Children 1-5	Infant <1
When I cough or sneeze, I make a point to cover my mouth/nose with my hands/tissue	80%	80%	78%	80%	89%	83%	76%	78%
I wash my hands regularly to keep from getting sick	78%	82%	74%	75%	81%	80%	76%	79%
When I'm sick with a cold or the flu, I worry about getting others sick	68%	74%	72%	63%	70%	70%	76%	77%
I cough or sneeze into my elbow/sleeve	66%	69%	70%	63%	69%	68%	73%	68%
When I'm sick with a cold or the flu, I stay home so I won't get others sick	60%	66%	62%	55%	65%	65%	61%	62%
I get vaccinated so I don't have to worry about it	30%	60%	28%	7%	31%	39%	41%	39%
I get vaccinated, but I still worry about catching the flu	27%	50%	30%	8%	29%	34%	38%	40%
I don't think there's anything you can do to prevent getting sick	23%	23%	19%	24%	24%	25%	29%	24%
It seems I get sick no matter what I do	20%	24%	21%	17%	20%	22%	26%	27%

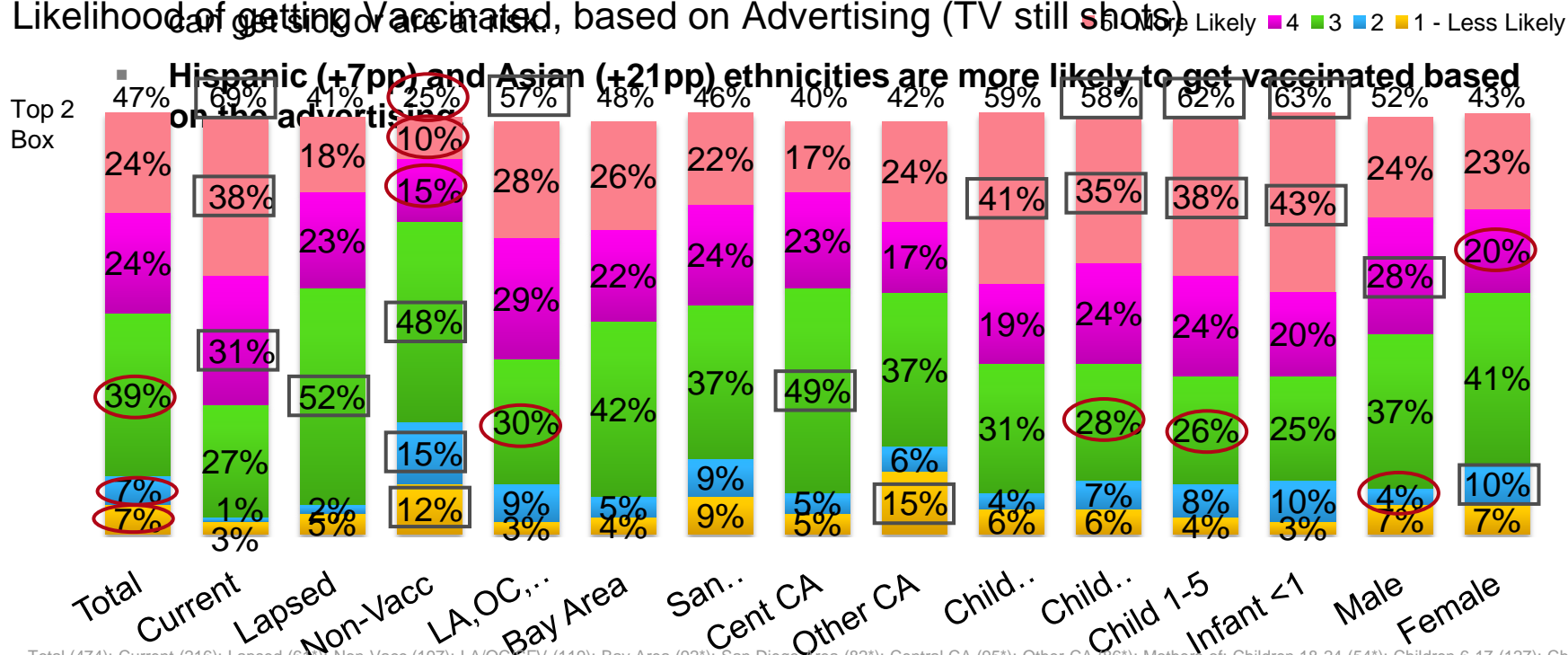
Base Total (1950); Current (747); Lapsed (253); Non-Vacc (950); Mothers of: Children 18-24 (186); Children 6-17 (523); Children 1-5 (293); Infant <1 (139).
 Q1c We'd like to know how much each of the following statements below describes your behavior during flu season.
 Green/Red Indicates a positive or negative significant difference at a 95% confidence level vs. Total

Summary of Findings

- ❖ About 1 in 4 consumers had seen the CDPH campaign, when exposed to just TV still shots.

- Californians already pre-disposed to getting a flu vaccine were most impacted by the 2009/10 campaign.
- People who already are more likely to be vaccinated were the ones that responded the strongest to the campaign; they see vaccines as critical for prevention.
- However, the campaign did not directly address the biases that Non-vaccinators have against the flu vaccine – dangers of the shot, overhyped media and the fact that even they can get sick or are a risk.

Likelihood of getting Vaccinated, based on Advertising (TV still shots)



For those that didn't get a flu shot, advice and reassurance from their doctor would encourage them to do so. Lapsed and Non-vaccinators also said that hearing more about the flu would encourage them, but this is counter to the high number that think the flu conversation in the media is overblown.

Encouragement to get a Flu Vaccination

		Vaccinators			Mothers of			
	Total	Current	Lapsed	Non	Children 18-24*	Children 6-17	Children 1-5	Infant <1**
My doctor's advice	24%	-	30%	22%	19%	25%	23%	28%
News of an outbreak of a flu more serious than H1N1	17%	-	19%	16%	18%	15%	16%	15%
Coming down with a bad case of the flu this year	13%	-	10%	14%	19%	7%	7%	7%
Hearing about deaths and hospitalizations that resulted from the flu	10%	-	10%	10%	8%	12%	4%	-
Knowing that it's very unlikely for me to contract the flu from the vaccination	7%	-	7%	7%	10%	8%	6%	11%
Reassurance from my doctor that flu vaccinations won't make me sick	7%	-	3%	8%	8%	8%	11%	9%
More of my friends or family getting a flu vaccination	5%	-	4%	5%	3%	5%	7%	9%
An article or news story about the benefits of the vaccination	4%	-	5%	3%	4%	4%	7%	4%

Base Total (1091); Lapsed (253); Non-Vacc (838); Mothers of: Children 18-24 (96*); Children 6-17 (251); Children 1-5 (122); Infant <1 (46**)

Q12 What would encourage you most to get a flu vaccination next year?

Green/Red Indicates a positive or negative significant difference at a 95% confidence level vs. Total

* Note, base size under 100

** Caution, base size under 50

Questions?

“
dialogue”

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